

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

24 January 1972

Issue 571

JOHN GEARY (National Sales Manager) reports favorably on the pre-Christmas Soft-tip Test at The Emporium, San Francisco, as follows:

"The first and only ad that was run appeared on 19 December, so there were only five selling days on these products. Sales results were 108 (\$20) 75 sterling soft-tip pens, 79 (\$15) T-1 soft-tip pens, and 67 (\$30) Insignia soft-tip pens. During the same period, 850 Big Red pens were sold.

"GORDON WEST (San Francisco Account Manager) contacted each of the nine Emporium stores in the Bay Area, making certain that the in-store easels with a colored photo of our national ad were up, and that clerks were alerted to our ad and the importance of the (high-priced) soft-tip potential.

"This (test) to me is a resounding success on a virtually unknown product."

JIM SCOTT (Premium Products Field Sales Manager) has completed the advanced course in Marketing sponsored by the Specialty Advertising Association International. The five-day course was conducted by the University of Missouri in Kansas City.

CLIFF THON (Field Sales Coordinator) completed the introductory course which was held at the same time.

HARRIET SORGE, formerly of the Arrow Park Plant Engineering office, has joined the Financial Division reporting to ROGER REETZ (Manager, General Accounting). Harriet replaces LINDA CROSSFIELD who is leaving the city. Her husband, Chuck, who managed the Arrow Park cafeteria for Crotty Bros., has been transferred to Chicago.

## PEOPLE TALK

HENRY BLADEN (Southeastern Account Manager) of Charlotte, North Carolina has taken early retirement after 24 years of service with the company.

JUAN BERGOUDIAN (IMD Sales Administrator) and family are in Sao Paulo, Brasil for a visit with relatives and to attend the wedding of his brother, Rubens. Juan will be best man at the wedding.

JIM KUKUK (General Foreman, Metals and Gold Nib) reports that ice fishing in certain Wisconsin lakes is much, much better than in recent years. Parker people are catching walleyes at Lake Koshkonong and Little Green, perch and bluegills at Lake Monona.

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4 September 1972

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Issue 601

The International Marketing Division has successfully completed negotiations with a United States exporter for a special production run of gold electroplated 45 Insignia Trio Sets. The order is for 7,000 sets, and amounts to \$93,000. Delivery will begin in November.

This special order made it possible for IMD to explore other markets as to the acceptance of this gold electroplated merchandise. So far, additional orders for 4,600 fountain pens and 3,400 ball pens have been received.

Starting Tuesday, a Janesville team composed of JOHN GEARY (National Sales Manager), BILL JUDD (Marketing Planning Manager), and BAYARD RENNINGER (Distributor Field Sales Manager) will conduct dealer meetings during the next three weeks in key markets across the U.S. The meetings will be held with top executives of major accounts, apprising them of Parker's current market position and goals for the next eighteen months.

Mr. STAN DOVEY, Factory Manager at Parker's Newhaven, England plant; Mr. KEN BRINDLE, Vice President and Plant Manager, Toronto; and Mr. JACK FERTUCK, Vice President and Treasurer, Toronto, are in Janesville for conferences.

L. T. Burtchby, Advertising and Public Affairs, Bethlehem Steel Corporation, has contacted ERNIE ELLIS (General Foreman, Toolroom) regarding Parker participation in a motion picture on Tool and diemaking procedures. Filming will start later this month. ROY SWENEY (General Superintendent, Production and Shipping) will coordinate the production aspects.

## PEOPLE TALK

The Parker Pen Men's Golf League, composed of ten five-man teams, finished twelve weeks of play. The winning team, called "The Rubes," consists of OLE HELGESTAD (Toolroom), BILL CLOSE (General), DICK MEAD (Toolroom), BOB JONES (Service Manager), and BOB MAIR (Molding).

Trophy winners for the Parker Men and Women's Special Three-ball Sixsome Golf Event Monday, August 28, were FLORENCE KIRK (Tax Department) and BOB CHRISTIANSON (Tool Design). Second place went to LUCILLE GOTSICK (Cash Department) and FRANK SEACH (Toolroom), and third place to PAT GRZYBOWSKI (Ballpoint) and TED WEYMOUTH (Metals).

CHUCK KAMMERER (International Advertising and Sales Promotion Manager) has been elected to the Board of Directors of the International Advertising Association, Mid-America Chapter, Chicago.

MIKE HOLLOWAY (Creative Services Production Manager) has his picture in a recent issue of "Advertising Age." Mike was in Chicago attending the magazine's Creative Workshop.

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25 September 1972

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Issue 604

Reporting on key dealer meetings held in Chicago, Milwaukee and Minneapolis in the last two weeks, BILL JUDD (Marketing Planning Manager) states:

"Dealers are extremely bullish towards Christmas 1972, most of them projecting all-time sales highs. They are particularly bullish on Parker which has become something of a White Knight in providing and protecting dealer profit in a market shot through with fast-turn but low-priced (19¢ and 29¢) merchandise.

"Our 75 Soft Tip pens are seen as excellent Christmas sellers since only Parker makes a gift quality soft tip pen in this the fastest growing segment of the writing instrument business. The effect of our continuing advertising campaign was cited by many dealers as the reason for a sharp upturn in call at the counter for Parker writing instruments of all types.

"Another stationery product which is the talk of the retail trade is the portable electronic calculator with a glut of new product entries flooding the marketplace this Christmas, some of them priced as low as \$59.95."

Mr. Alvaro Marquez, Parker's Colombia Distributor, was in Janesville last week conferring with members of the International Marketing Division.

Also in Janesville for conferences is STEWART SKIDMORE (Latin American Area Manager).

ROGER AXTELL (Director of International Marketing) and JIM OPIE (IMD Sales Administrator for the Far East) left last week on a sales trip to Japan, Okinawa, Hong Kong, Singapore and Malaysia. This is Jim's first trip to those markets. They will be gone 27 days, will visit ten cities, fly on 14 different airplanes, and stay in 11 different hotels. They will also visit several markets -- Guam, Penang and Kuala Lumpur -- never before visited by Janesville personnel.

## PEOPLE TALK

OMAR PFEIFFER and JOE REILLY, both from the Toolroom, were delegates to the International Association of Machinists and Aerospace Workers' Convention in Los Angeles last week. Each delegate received a Calendar Jotter imprinted with the IAM logo and "28th Grand Lodge Convention - Los Angeles, September 1972." The industrial order amounted to 3,530 units.

The Parker Slow-Pitch team held its annual award banquet September 13. MARV FRISCH was voted this year's Most Valuable Player by his teammates, JERRY BILEK (Planning and Control), GARY DUOSS (Metals), BOB KURANZ (Technical), BOB LOGTERMAN (Toolroom), TOM PINKSTON (Programming), RICH ROBERTS (Technical), CHUCK RÖTE (Shopping), JIM SCOTT (Premium Products), CHARLIE SIME (Maintenance), JOHN TOPP (Maintenance), and CHUCK DAHLKE (Programming).